DOWN SYNDROME INTERNATIONAL (DSi)



DSi EDUCATION PROJECT
TOOLKIT 1 – Promotion of the guidelines on media platforms

International Guidelines for the Education of Learners with Down Syndrome
(Published by DSi, July 2020)

AIM

The aim of this toolkit is to help increase the visibility of the *International Guidelines for the Education of Learners with Down Syndrome* through promotion on media platforms.



INTRODUCTION

To improve the education of learners with Down syndrome, the first step is to share the guidelines and the information they contain with as many stakeholders as possible.

The guidelines need to be shared with self-advocates, advocates, teaching professionals and organisations – everyone interested in improving the education of learners of people with Down syndrome – in order for them to tell others about it and to advocate for positive change.

The value and importance of the guidelines needs to be brought to the attention of education leaders, education authorities and institutions and policy makers in order for them to implement appropriate changes to practice in countries around the world.

Sharing and promoting the guidelines as widely as possible is the first stage of any implementation plan.

It can be done in so many ways. It is important to talk about the guidelines to people around you - for example to family, friends, colleagues, teachers and to the community as a whole. Explain why they are important. It is not just about sharing the information it is about changing attitudes and engrained practices.

Sharing information on media platforms is a good way to reach a lot of people very quickly and efficiently.

This toolkit focuses on this and provides information about how to create media pages or posts with associated text, images and links.

USING THIS TOOLKIT

This section provides a step by step process for creating media pages or posts:

1. For **text content**, see the **key points to share** section below, which includes information about the development of the guidelines, their purpose and proposed use and feedback on the guidelines from contributing stakeholders.

2. You will see some sample **images** in this document. The original files of these images and other images, all of which are for public use, can be found at this Dropbox Link

3. You can direct people to the **guidelines document** download via this page: https://www.ds-int.org/education

4. You may wish to use the link to the **DSi website** announcement page: https://www.ds-int.org/blog/launch-of-our-education-guidelines

5. You may wish to include any of the following **hashtags**:
   #LeaveNoOneBehind
   #AllMeansAll
   #InclusiveEducation
   #CRPDnow
   #EducationForAll
   #ForEveryChild
   #DownSyndrome
   #Disabilities

6. Please also **tag Down Syndrome International** in your social media posts:
   - Facebook - @dsiupdate
   - Twitter - @dsiupdate
   - Instagram - @downsyndromeinternational
   - LinkedIn – Down Syndrome International



KEY POINTS TO SHARE

The aim of the guidelines is:

- to improve the availability and quality of education for people with Down syndrome around the world.
- to contribute to the realisation of the right of people with Down syndrome to an inclusive education and lifelong learning (as outlined in Article 24 of the UNCRPD*).
- to enable people with Down syndrome in countries around the world to receive the education they require to achieve their full potential.

Who developed the guidelines?

The guidelines:

- were written by educational professionals and experts in the field, with input from our global network of members and stakeholders, to ensure their global relevance and value.

What are the guidelines and what will they help to do?

The guidelines:

- are the first international best-practice guidance in this area.
- provide best-practice guidance for learners, teachers and managers in pre-school, school and post-school education settings to promote life-long learning.
- promote life opportunities and quality of life of people with Down syndrome.
- promote inclusion in society, interests and friendships.
- can facilitate greater independence and future employment.
- will provide a global reference point and a lobbying tool for education learners, families and supporters, education professionals, commissioners of services, national and regional Down syndrome and disability organisations, managers and charities, to encourage adoption of best practice in their countries.

Feedback from the reviewing stakeholders:

- “The guidelines will be very useful. They could be used within countries to review/develop their national education policies in a more inclusive way.”
- “The guidelines are very informative, concrete and inspiring.”
- “The guidelines will be very useful in teaching best practices, procedures and strategies.”
- “People in different countries can use the guidelines to show what is possible (when speaking to politicians, teachers ...)”
- “The idea of an international guide is commendable; it will contribute to the global growth of inclusion.”
- “The guide is very complete and covers the main themes of inclusion. It's clear, straightforward and mostly purposeful. The basis for the UNCRPD is fundamental.”
- Situating all topics in scientific research conveys security and expands the possibility of deepening the subject. Anyone who reads it and puts it into practice can learn, make changes, and qualify its inclusive process.”

- I learned a lot from this document and enjoyed it very much. I highlighted sections to share with co-workers. There are many things that I see schools not doing and the recommendations would be fantastic."
- "The guidelines are accessible and provide references to research that can be further explored. I haven't come across a document that is as concise and thorough at the same time.
- "I would recommend these Guidelines to many national and international colleagues."
- "The educational guidelines will be very helpful in using as a tool for a pilot program guide to show the possibilities of what can be achieved when this tool is implemented."
- "It will be a hard work to implement this but these guidelines will be so important. These guidelines are important so we can change the thought and ideas about the possibility for our children."
- "The up to date referencing will be particularly useful."
- "The guidelines document should be used in teacher training; we should aim for this, targeting universities and training networks."
- "The guidelines document will inform teachers in both mainstream and special education settings.
- "The guidelines will help 'guide' at all levels, from top level (policy, national training) to implementation at the classroom level."
- "The fact that it is compiled and contributed to internationally and does not have a political reference (which whilst non-biased was still used by schools as a negative) is also in its favour."

*UNCRPD = United Nations Convention on the Rights of Persons with Disabilities

Feedback from UNESCO:

Thank you very much for sharing the International Guidelines for the Education of People with Down Syndrome. There are an excellent resource and we hope they will help improving the right to quality and inclusive education of people with down syndrome.
I will definitely upload them on our resource base and will share them with our partners.

Representative of UNESCO – July 2020



By all working together with the same goals, stakeholders can make the greatest difference to the education of learners with Down syndrome around the world.



PLEASE CONTACT helen.powell@ds-int.org IF YOU HAVE ANY QUESTIONS ABOUT THE INFORMATION IN THIS TOOLKIT.

THANK YOU FOR YOUR HELP SHARING THE GUIDELINES